



USDA Foreign Agricultural Service

# GAIN Report

Global Agriculture Information Network

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## Vietnam

### Trade Show Evaluation

### Food And Hotel Vietnam 2006

#### TRADE SHOW FINAL EVALUATION REPORT

**Approved by:**

John Wade- US Embassy  
FAS, US CON

**Prepared by:**

Truong Minh Dao - Ag Specialist

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**Report Highlights:**

Held annually for the past three years, Food And Hotel Vietnam (FHV) is fast becoming the definitive exhibition offering the food and hospitality industry a comprehensive range of food and beverages. FHV 2006 played host of 180 exhibiting companies from over 20 countries and attracted over 7,000 trade-only visitors from hotel/resort management, F&B management, caterers, food and drinks importers and manufacturers. Four U.S. companies and three USDA coordinators participated in the US Pavilion with reported on-site sales of \$0.2 million and 12-month expected sales of 2.6 million. A large range of American products were promoted at the show including beef, pork, poultry, frozen potato, table-grapes, grape juices, California oranges condiments, canned foods, food ingredient and flavors.

Includes PSD Changes: No  
Includes Trade Matrix: No  
Unscheduled Report  
Hanoi [VM1]  
[VM]

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## I. STATISTICAL SUMMARY

### A. Profile of Visitors

1. Total number of show visitors 7,240
2. Estimated number of "trade-only" visitors 7,000  
Including decision makers from hotel/resort management, food and beverage management, food catering, food & drink importers and distributors, supermarkets and food and drink manufacturers.
3. Estimated number of visitors to U.S. Pavilion 1,500
4. Number of serious trade contacts made by U.S. companies 70

### B. Profile of U.S. Pavilion

1. Size in square meters 99
2. Number of booths 11
3. Size of trade lounge in square meters NA
4. Number of guests at U.S. trade reception, if held 120
5. Number of U.S. firms, trade associations, and Departments of Agriculture
 

<u>04</u>	U.S. firms
<u>03</u>	Trade associations (U.S. Meat Export Federation, US Poultry and Egg Export Council, California Table-grapes Commission)
<u>01</u>	USDA

### C. Show Expenses

1. U.S. Pavilion
    - a. Space Rental \$ 0
    - b. Design \$ 0
    - c. Construction \$ 0
  2. Public Relations \$ 0
  3. Catalog \$ 0
  4. Reception(s) and Seminar(s) \$ 0
- (Note: In conjunction with the show, FAS, USMEF, USAPEEC and Washington Apple Commission jointly organized a US Food Showcase Trade Reception for over 120 trade contacts on the second day of the show. For FAS, the contributed fund of \$1,000 was from AMP/US Food Showcase activity - category number 031200)
5. Customs Clearance \$ 0
  6. Other \$ 0
  7. Total Expenses (aggregate of items 1-6) \$0

### D. Exhibitor Expenses and Revenues

NA

## E. Product/Sales Information

1. Number of products test marketed: 22
2. Products that generated the most buyer interest:  
Chicken meat, beef, frozen potatoes, orange, table grapes, table grape cocktails, snack & dried fruits, salad dressing and mayonnaises, canned vegetable and fruits.
3. Total estimated on-site sales \$ 200,000
4. Total projected 12-month sales resulting from show \$ 2,600,000

## II. FAS FIELD EVALUATION

### A. Show Objectives:

The Food & Hotel Vietnam is the biggest international food show in Vietnam. Unlike most of the food shows in Vietnam that are for general public, this show serves "trade-only" business people, researchers and administrators in the food and hotel sector.

This is the annual fair to be held in Ho Chi Minh City each year since 2004. This is the third time the Singapore Exhibition Services Pte holds this show in Vietnam and FAS' presence this year marked the third time USDA has participated in the food fair with the same objectives like last year: to introduce and expand FAS services to agricultural business people who would like to source the U.S. products; to gain experiences in trade shows; and to highlight the American image to local food business people. The U.S. Pavilion is quite modest this year consisting 3 USDA cooperators (USMEF, USPEEC, CTC) and 4 US companies (Lamb Weston Inc, Sea & Farm Fresh Import Co. Inc, Cami Flavors & Fragrance Co, Inc. and USFI). If including cooperators with member companies attendance, US pavilion had the presence of 12 U.S. companies. The exhibitors at US pavilion reported that the show met with their goal and most of them committed to be in the next show in 2007.

1) Increase trade contacts and promote US food products

FAS Vietnam organized an USA Pavilion to assist USDA cooperators, U.S. companies and their agents in displaying and promoting US food products and increasing trade contacts.

2) Promote new-to-market U.S. products

The growing HRI in Vietnam is seeking for new food products, but often lack the awareness of the product availability and its price level.

3) Increase trade/consumer's awareness of high quality and safety of US food products especially for chicken meat, beef, potato, table grapes, citrus.

4) US Food and Drink Showcase:

In conjunction with the show and for the first time, FAS, USMEF, USAPEEC and Washington Table Commission successfully worked together to organize a US Food Showcase Reception at Duxton Hotel. The event was very well received by over 120 trade contacts from F&B industry, hospitality industry, food and beverage manufacturers and importers, caterers and retailers. Various dishes made from US foods i.e. chicken, beef, potato, apple and beverage (cocktails and wine) were well displayed, showcased and tasted.

**B. Show's Success in Achieving the Objectives:**

The show was a success as all exhibitors were satisfied with the quality of visitors and visitor traffic. 12-month projected sales have reached \$2,600,000.

- 1) Increase trade contacts:
  - 1,500 visitors visited US pavilion
  - FAS made 50 new trade contacts.
  - The exhibitors reported a total of 70 serious new contacts and 12 contacts might lead to new sales.
- 2) Promote new-to-market U.S. products  
Targeting most of the five star hotels in Vietnam, most of the supermarkets and food importers, distributors and wholesalers as well as Government's food monitoring agencies, FAS organized a 11-booth USA Pavilion featuring poultry meat, beef, pork, potato, table grapes, oranges and other processed food products.
- 3) Increase trade/consumer's awareness of the high quality and safety of US food products.
  - Product tasting activities with local chefs assistance were strongly focused on beef and poultry meat.
  - To educate local traders and F&B managers of major hotels and restaurants about USDA grading system for US beef and price indications based on different cuts. Which cuts of poultry meat and beef work best for Vietnam have been highlighted.
- 4) USPEEC was the main sponsor for the FHV's Vietnam Culinary Challenge 2006 organized by Saigon Chef Club. This is the first time FHV included this interesting activity in its program. The event strongly attracted Media attention. Many prizes from the competition showcased US poultry.

**C. Show highlights:**

- FAS Vietnam offered a country briefing and a market tour to all exhibitors.
- USAPEEC was the main sponsor of the FHV's Vietnam Culinary Challenge 2006. US poultry were displayed in many prizes.
- USMEF, USAPEEC and a U.S based company Lamb Weston did strong tasting activities with assistance from local chefs. CTC and a US based company Sunkist did strong tasting activities for not only for fresh Citrus and table grapes but also cocktails.
- US Food Showcase event was successfully organized through good cooperation between FAS, USMEF, USAPEEC, Washington Apple Commission and US food and wine distributors and importers.

**D. Suggestion for improving future shows:**

- Bi-annual event instead of annual show.
- Provide easier access to the show and more moving service assistance during booth set-up time.
- Improve cabs availability at the entrance of the show.
- Provide more cleaners during the show time.
- Show entry badges should indicate the type of business and the contact name in addition to the company name.

**FAS Vietnam is expecting to attract more exhibitors from the U.S. for the 2007's show which is scheduled on October 30-November 01, 2007.**